



**To: FCC Chairman Martin**  
**From: Larry Meli, President & COO**

**December, 2005**

**Re: AmericanLife TV Network<sup>SM</sup> Believes Baby Boomer Families Desire Safe, Non-Offensive Choices for Cable Television Viewing**

The AmericanLife TV Network<sup>SM</sup> is a cable channel primarily available on the digital basic tier to approximately 10 million cable households. The channel is programmed to appeal to adults, age 35-54, with a mix of classic television shows that this audience fondly remembers, and original programs produced with the needs of this generation in mind.

The research that we have recently conducted on our audience demographic indicates a growing commitment to balancing work and family time.<sup>1</sup> Furthermore, these individuals see television as a tool to bring families and generations together, provided it offers safe, non-offensive, and easily located destinations.<sup>2</sup>

For these reasons we program the AmericanLife TV Network<sup>SM</sup> with shows that can be enjoyed by the entire family. We support your November 29 comments before the Committee on Commerce, Science and Transportation, United States Senate pertaining to decency standards for cable.

The ubiquitous delivery of multichannel television (which includes both broadcast and cable channels) is transparent to the consumer. Consumers have every reason to expect that the protections afforded by decency regulations should apply to a greater portion of the products that enter their homes. It makes sense that the channels on the most highly penetrated tier of services, commonly referred to as "expanded basic", should be required to meet some form of decency standards. As you suggested, the distribution of channels unable or unwilling to adjust to these standards would be protected. Consumers could always opt to purchase these channels on an a la carte basis.

In this manner, a much needed "safe haven" and return to what we call the "living room standard," could be created for multichannel consumers. Families looking to use television to spend quality time could be assured of a comfortable experience, while the choice to add "coarser" channels would be protected as well.

<sup>1</sup>Meredith & Schewe, *Defining Markets, Defining Moments*, 2002.

<sup>2</sup>Edge Research, *Finding from AmericanLife TV Focus Group*, 11/20/05